

The book was found

Tough Market New Home Sales



Synopsis

You have made great sales in a strong market but what about when the market is tough? Jeff Shore blazes a new trail for sales counselors with techniques designed specifically for the most difficult markets! More than just a survival guide, *Tough Market New Home Sales* provides revolutionary strategies for counselors who want to face challenges head-on and achieve thriving sales. Master the Critical Twelve Seconds of an encounter, learn how to create urgency in your customers, and radically redefine the process of closing. *Tough Market* is the most important, thorough, and innovative book on new home sales in the business. Make it a part of your success!

Book Information

Paperback: 175 pages

Publisher: Jeff Shore; 1st edition (January 2, 2008)

Language: English

ISBN-10: 0980176204

ISBN-13: 978-0980176209

Product Dimensions: 5.5 x 0.4 x 8.5 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 9 customer reviews

Best Sellers Rank: #618,646 in Books (See Top 100 in Books) #109 in [Books > Business & Money > Real Estate > Sales](#)

Customer Reviews

There is no one...NO ONE in our industry that understands sales in a tough market like Jeff Shore. He is the industry authority and our sales team relies on his message for a consistent competitive edge. --General William Lyon, Founder, Chairman & CEO, William Lyon Homes
There is no question, Jeff Shore is an authority on new home sales. Over the past eight years, our sales team has benefitted greatly from his expertise. --Larry A. Mizel, Founder, Chairman & CEO, MCD/Richmond American Homes

When it comes to new home sales in a tough market, no expert has more profound insight and irresistible enthusiasm than Jeff Shore. A self-proclaimed new home sales junkie, Jeff delivers quick-witted, hard-hitting seminars that electrify sales teams with passion, discipline, and relentless positivity. Jeff's fine-tuned sales technique and twenty years of experience make him the go-to guru for the most difficult markets. The former national sales director for Kaufman and Broad (now

KBHome), Jeff began his homebuilding career as a sales representative in Northern California in 1987. Thriving in a tough market, Jeff honed his craft as a salesperson and sold in excess of 500 homes. He quickly moved up to Vice President of Sales and Marketing for a 1000+ unit homebuilding division, where he oversaw a staff of 35. Later he served in a corporate position, creating training programs, coaching managers, and directing sales strategy. Today, ShoreSelect provides the best strategy and training services for homebuilding companies in the nation. His coast-to-coast seminars have garnered ecstatic reviews from sales counselors and managers, describing them as authentic, entertaining, inspiring, and compelling. Jeff is an acclaimed member of the National Speakers Association and a regularly featured speaker at the Pacific Coast Builders Conference, the International Builders Show, and SMCs across the country. He has authored three books, including Outstanding Sales Meetings and Deal With It!: Mastering 21 Tough Sales Office Situations, which has sold more than 5,000 copies. His most recent book Tough Market New Home Sales is the indispensable guide for thriving in a challenging market.

Awesome. Jeff rules.

Great book and a must read if in New Home Sales!

Jeff Shore has his finger on the pulse on how to succeed in today's challenged real estate market

This book was a good source of information and had some very good pointers on strategies. Very informative, would recommend this book.

I originally read this book when it first came out in the late 2000's when we were all in a "tough market". It was just the boost I needed to get back to the basics. Since then I have read it time and again, I train to it and have made it the first read for all new hires. If you are a new home sales person or lead a team, you **MUST READ THIS BOOK!** As the market improves you will find that this book is still your go to for new home sales. Jeff takes the basic foundations of new home sales and makes it better. You will say, "I can do this, I will do this!" AND You will change someone's world.

Jeff Shore hit this one out of the park. He just thinks about things differently and writes them in a way that is both instructional and entertaining at the same time. His fresh perspective on selling new homes is exciting and real. I have all of his books on my book shelf and consider him the authority in

his field.

I have read this book several times now and have also had the pleasure of hearing Mr. Shore speak in person. He has written down the critical information every real estate sales professional needs right now to prosper in this "tough" market. This is not a book that teaches those old, tired closing lines, nor it is a volume of tactics to trick people into buying. Instead, the author provides a solid foundation of techniques that will allow any sales professional to better serve their customers and help "change their world". Love this book! If you sell real estate, order it now.

Jeff has taken many tried and true selling techniques and given them an updated twist. This book is written so you want to continue reading the next chapter; definitely an easy read, finally a book on sales techniques you can't wait to finish! Chapters are well defined, if you have a particular problem you can hone in on a specific chapter. Kudos to Jeff for another great tool for our sales offices!

[Download to continue reading...](#)

Tough Market New Home Sales Selling to Multicultural Home Buyers (The Official New Home Sales Development System Series Volume 4 New Home Sales Strategies) Investing for Beginners: An Introduction to the Stock Market, Stock Market Investing for Beginners, An Introduction to the Forex Market, Options Trading Chicken Soup for the Teenage Soul on Tough Stuff: Stories of Tough Times and Lessons Learned (Chicken Soup for the Soul) The Ultimate Sales Letter 4Th Edition: Attract New Customers. Boost your Sales. The Ultimate Sales Letter: Attract New Customers. Boost your Sales. Pike Place Market Recipes: 130 Delicious Ways to Bring Home Seattle's Famous Market Beginner's Home Recording On A Budget: How to Build an Affordable Recording Studio at Home and Get Your Music Heard (Home Recording, Home Recording for ... Songwriting, Home Studio, Acoustic) INTERIOR DESIGN : The Beginner's guide, organise your home, techniques and principles on art of decoration: Customise your home with us (Home design, home construction, home arranging with style) Your First Interview: For Students and Anyone Preparing to Enter Today's Tough Job Market The Market-Driven Supply Chain: A Revolutionary Model for Sales and Operations Planning in the New On-Demand Economy The New York Times Monday Through Friday Easy to Tough Crossword Puzzles: 50 Puzzles from the Pages of The New York Times (New York Times Crossword Puzzles) Psychology of Sales : From Average to Rainmaker: Using the Power of Psychology to Increase Sales Sales: How To Sell, Influence People, Persuade, and Close The Sale (Job Interview,Negotiating,Sales,Resumes,Persuasion,Business Plan Writing Book 4) The Sales Playbook: for Hyper Sales Growth Outsourcing the Sales Function: The Real Costs of Field

Sales ASAP Accelerated Sales Action Plan: Professional Sales Agent Version Sales EQ: How Ultra High Performers Leverage Sales-Specific Emotional Intelligence to Close the Complex Deal Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books) Life Insurance Sales Success Formula: A Comprehensive Guide to Building a Successful Life Insurance Sales Career

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)